

DETAILED TABULATIONS OF
CARAVAN

PHONE RATE INFORMATION DISCLOSURE

Prepared for:

SALESTAR

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ORC Study #70648

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INTRODUCTION

This report presents the findings of a telephone survey conducted among a national probability sample of 1004 adults comprising 503 men and 501 women 18 years of age and older, living in private households in the continental United States.

Interviewing for this CARAVAN® Survey was completed during the period November 28-30, 1997. All data collection efforts took place at Opinion Research Corporation's Central Telephone Facility in Tucson, Arizona. The core of our telephone center is the interviewers. All Opinion Research Corporation's interviewers complete an intensive training and test period. Additionally, they attend follow-up training classes that cover advanced screening techniques, in-depth probing and the art of refusal avoidance. Interviewers are continuously supervised, monitored and reviewed in order to maintain the highest quality interviewing standards.

All CARAVAN interviews are conducted using Opinion Research Corporation's computer assisted telephone interviewing (CATI) system. The system is state-of-the-art and offers several distinct advantages such as: full-screen control which allows multi-question screens, fully-programmable help and objection screens to aid interviewing, an extremely flexible telephone number management system and powerful data checking facilities. CATI ensures that interviews are conducted in the most efficient manner and allows interviewers easy response recording. This interviewing method also allows for the most accurate form of data entry by guiding the interviewer through the programmed question flow and by providing on-screen interviewer instructions.

The most advanced probability sampling techniques are employed in the selection of households for telephone interviewing. Opinion Research Corporation utilizes an unrestricted random sampling procedure that controls the amount of serial bias found in systematic sampling to generate its random-digit-dial sample. The sample is fully replicated and stratified by region. Only one interview is conducted per household. All sample numbers selected are subject to up to four attempts to complete an interview.

Completed interviews are weighted by four variables: age, sex, geographic region, and race, to ensure reliable and accurate representation of the total population, 18 years of age and older. The raw data are weighted by a custom designed program which automatically develops a weighting factor for each respondent. Each respondent is assigned a single weight derived from the relationship between the actual proportion of the population with its specific combination of age, sex, geographic characteristics and race and the proportion in our CARAVAN sample that week. Tabular results show both weighted and unweighted bases.

The use of replicable sampling, standardized interviewing procedures and representative weighting provides that all CARAVAN studies are parallel to one another. Thus, CARAVAN usage is appropriate both for point-in-time analysis as well as tracking and trend comparisons.

Included in the Technical Information which follows are tables of sampling tolerances of survey results, and a copy of the question series as it appeared in the survey questionnaire.

As required by the Code of Standards of the Council of American Survey Research Organizations, we will maintain the anonymity of our respondents. No information will be released that in any way will reveal the identity of a respondent. Our authorization is required for any publication of the research findings or their implications.

Opinion Research Corporation's CARAVAN is a syndicated, shared-cost data collection vehicle. Opinion Research Corporation has exercised its best efforts in the preparation of this information. In any event, Opinion Research Corporation assumes no responsibility for any use which is made of this information or any decisions based upon it.

CARAVAN Telephone Sampling Methodology

Opinion Research Corporation's national probability telephone sample is an efficient form of random-digit-dialing. The sample is designed to be a simple random sample of telephone households. Unlike published directories, Opinion Research Corporation's national probability telephone sample includes both unlisted numbers and numbers issued after publication of the directories. The following procedure was used to create the sample:

- o Opinion Research Corporation has an annual license for GENESYS, a custom RDD sample generation system developed by Marketing Systems Groups.
- o The methodology for generating random digit dialing (RDD) telephone samples in the GENESYS system provides for a single stage, EPSEM (Equal Probability of Selection Method) sample of residential telephone numbers. It is updated twice a year.
- o When a national probability sample is needed, a random selection is made from approximately 40,000 exchanges in two million working banks.
- o Each telephone number is transferred to a separate call record. The record shows the computer-generated telephone number to be called, as well as the county, state, MSA (if applicable), band and time zone into which the telephone number falls. Our computerized interviewing system (CATI) uses this information to keep track of regional quotas. The CATI interviewing program also keeps track of the disposition categories for each call attempt.

Reliability Of Survey Percentages

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

The table below shows the possible sample variation that applies to percentage results reported from Opinion Research Corporation's CARAVAN sample. The chances are 95 in 100 that a CARAVAN survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Size of Sample on Which Survey Results Is Based	Approximate Sampling Tolerances Applicable to Percentages At or Near These Levels				
	<u>10% or 90%</u>	<u>20% or 80%</u>	<u>30% or 70%</u>	<u>40% or 60%</u>	<u>50%</u>
1,000 interviews	2%	2%	3%	3%	3%
500 interviews	3%	4%	4%	4%	4%
250 interviews	4%	5%	6%	6%	6%
100 interviews	6%	8%	9%	10%	10%

Additional Sampling Tolerances for Samples of 1,000 Interviews

<u>9% or 91%</u>	<u>8% or 92%</u>	<u>7% or 93%</u>	<u>6% or 94%</u>	<u>5% or 95%</u>
2%	2%	2%	1%	1%
<u>4% or 96%</u>	<u>3% or 97%</u>	<u>2% or 98%</u>	<u>1% or 99%</u>	
1%	1%	1%	.2%	

Sampling Tolerances When Comparing Two Samples

Tolerances are also involved in the comparison of results from independent parts of any one Opinion Research Corporation's CARAVAN sample and in the comparison of results between two independent CARAVAN samples. A difference, in other words, must be of at least a certain number of percentage points to be considered statistically significant. The table below is a guide to the sampling tolerances in percentage points applicable to such comparisons, based on a 95% confidence level.

Size of Samples Compared	Differences Required for Significance At or Near These Percentage Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,000 and 1,000	3%	4%	4%	4%	4%
1,000 and 500	3%	4%	5%	5%	5%
1,000 and 250	4%	6%	6%	7%	7%
1,000 and 100	6%	8%	9%	10%	10%
500 and 500	4%	5%	6%	6%	6%
500 and 250	5%	6%	7%	7%	8%
500 and 100	6%	9%	10%	11%	11%
250 and 250	5%	7%	8%	9%	9%
250 and 100	7%	9%	11%	11%	12%
100 and 100	8%	11%	13%	14%	14%

INTRODUCTION TO DETAILED TABULATIONS

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How To Read The Tables

The following pages present the detailed tabulations of survey results. The data are percentaged vertically and, therefore, should be read from top-to-bottom. The total number of interviews, both weighted and unweighted, appears at the top of each column. Percentages are calculated on the weighted bases. Percentages may not add to 100% due to weighting factors or multiple responses. Where an asterisk (*) appears, it signifies any value of less than one-half percent.

Definition Of Classification Terms

The following definitions are provided for some of the standard demographics by which the results are tabulated. Other demographics are self-explanatory.

Income

The income groupings refer to the total household income for 1996 before taxes.

Metro Size

Metro -- In Center City of Metropolitan Area
 Outside Center City, Inside Center City County
 Inside Suburban County of Metropolitan Area
 In Metropolitan Area with No Center City

Non-Metro -- In Non-Metropolitan Area

Children in Household

None -- No children under 18 years of age living in household
Total -- Have children under 18 years of age living in household
Under 12 -- Have children under 12 years of age living in household
12 - 17 -- Have children ages 12 to 17 living in household

Geographic Region

The continental states are contained in four geographic regions as follows:

North East

New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

Middle Atlantic: New York, New Jersey, Pennsylvania

North Central

East North Central: Ohio, Indiana, Illinois, Michigan, Wisconsin

West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

South

South Atlantic: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida

East South Central: Kentucky, Tennessee, Alabama, Mississippi

West South Central: Arkansas, Louisiana, Oklahoma, Texas

West

Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

Pacific: Washington, Oregon, California

Occupation (Optional)

The occupation classification refers to the occupation of the respondent. The types of positions included in each category are:

Professional/Manager/Owner	-	Executives, Professionals, Technical and Kindred Workers, Managers, Officials, and Proprietors
White Collar - Sales/Clerical	-	Clerical, Office and Secretarial Workers, and Sales Agents and Workers
Blue Collar - Craftsmen/Foremen	-	Craftsmen, Foremen, Kindred Workers, Carpenters, Plumbers, Electricians, Mechanics, and Bakers
Blue Collar - Semi-Skilled/Unskilled	-	Apprentices, Laborers, Assembly Line Workers, Motormen and Fishermen
Service Workers	-	Housekeepers in Private Households, Police, Beauticians, Barbers, Security Guards, Waitresses and Waiters

Significance Testing

When results from sub-groups of a CARAVAN sample appear in the detailed tabulations, an indicator of statistically significant differences is added to the tables run on our standard demographic banners. The test is performed on percentages as well as mean values. Each sub-sample is assigned a letter. When the percentage of one sub-sample is significantly different from the percentage of another sub-sample, the letter representing one of the two samples appears next to the percentage (or mean) of the other sample.

For instance the percentage of males answering yes to a particular question may be compared to the percentage of females answering yes to the same question. In the example on the next page, the male sample is assigned the letter A, and the female sample is assigned the letter B. Here, respondents were asked whether a certain business practice is acceptable. 67% of women said that it was -- a proportion significantly greater than the 57% of males who believe that the practice is acceptable. To indicate that women are significantly more likely to find the practice acceptable than are men, the letter A -- the letter assigned to the male sub-sample -- appears next to the "67%" in the female column. Similarly, the 37% of men that find the practice unacceptable is significantly greater than the 29% of women who do so and, therefore, the letter "B" -- the letter assigned to the female sub-sample -- appears next to the "37%" in the male column.

Significance Testing (continued)

Acceptability of [practice]

	Total	Sex	
		Male (A)	Fe- male (B)
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611 63%	274 59%	337 67%A
Not Acceptable	319 33%	171 37%B	148 29%
Don't Know	37 4%	18 4%	19 4%

Significance testing is done to the 95% confidence level. The columns compared are listed at the bottom of each table.

A number of factors need to be considered when determining which type of t-test should be applied, such as whether the samples being compared overlap, whether they are means or percentages, etc. Opinion Research Corporation's software has the capability to perform the appropriate test.

Note that any statistical test becomes less reliable when the sample sizes are small. Even though the test mathematically can be performed on samples as low as thirty, sixty respondents is the reasonable lower bound on the size of the sample.

DETAILED TABULATIONS

ORC STUDY #70648 CARAVAN NOVEMBER 28, 1997
PHONE RATE INFORMATION DISCLOSURE

Question A1

Favor/oppose the FCC decision that phone companies no longer have to provide pricing/service information to the public for long distance service, thus denying the right to readily access competitive telephone rate/plan information

	Sex			Age						Region					Race			
	Total	Male	Fe- male	18- 24	25- 34	35- 44	45- 54	55- 64	65+	North- east	North Central	South West	Metro	Non- Metro	Race		His- panic	
															White	Black		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	1004	503	501	91	202	247	173	121	152	210	248	344	202	756	248	823	87	84
Weighted Total	1000	480	520	131*	216	206	160	108	163	202	234	354	211	756	244	827	116*	73*
Favor	63 6%	36 8%	27 5%	12 9%	11 5%	12 6%	8 5%	11 11%I	7 4%	8 4%	13 6%	31 9%J	11 5%	48 6%	16 6%	42 5%	16 13%P	6 8%
Oppose	855 85%	405 84%	450 87%	114 87%	196 91%HI	175 85%	138 86%	90 83%	132 81%	183 91%L	203 87%	290 82%	179 85%	644 85%	211 86%	710 86%	98 84%	63 86%
Don't Know	82 8%	39 8%	43 8%	5 4%	9 4%	19 9%E	14 9%	7 7%	25 15%DEH	11 6%	18 8%	32 9%	21 10%	64 8%	18 7%	75 9%Q	2 2%	4 5%

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q

* small base

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PHONE RATE INFORMATION DISCLOSURE

Question A1

Favor/oppose the FCC decision that phone companies no longer have to provide pricing/service information to the public for long distance service, thus denying the right to readily access competitive telephone rate/plan information

	Household Income							H.H. Size		Children In H.H.				Education				
	-----						-----		-----				-----					
	LT	\$15K- LT	\$25K- LT	\$35K- LT	\$50K- Or	Dual Income	3 Or		Under 12-				HS	Coll				
	Total	\$15K	\$25K	\$35K	\$50K	More	H.H.	1	2	More	None	Total	12	17	Incom- plete	HS Grad	Incom- plete	Coll Grad
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)
Unweighted Total	1004	99	135	150	204	257	424	168	292	535	546	449	338	210	89	354	242	283
Weighted Total	1000	106*	139	152	197	243	400	166	290	535	549	442	336	204	91*	360	242	271
Favor	63 6%	7 7%	13 9%	11 7%	10 5%	13 5%	22 6%	11 7%	20 7%	32 6%	39 7%	24 5%	15 5%	14 7%	12 13%	18 PQR 5%	15 6%	15 6%
Oppose	855 85%	89 84%	112 80%	133 87%	177 90% C	208 86%	343 86%	131 79%	246 85%	470 88% H	451 82%	396 90% K	305 91%	176 86%	68 75%	318 88% O	211 87% O	230 85% O
Don't Know	82 8%	10 9%	14 10%	9 6%	10 5%	22 9%	34 9%	24 15% IJ	24 8%	32 6%	59 11% L	22 5%	16 5%	14 7%	11 12%	24 7%	16 7%	26 10%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E/F - H/I/J - K/L - O/P/Q/R

* small base

First of all . . .

- A1 Recently, the FCC decided phone companies no longer have to provide pricing and service information to the public for long distance service, which will deprive US Consumers and small to medium businesses access to critical information for making their phone carrier and service selections.

Are you in favor of, or do you oppose, the federal government's decision which would have the effect of denying you the right to readily access competitive telephone rate and plan information.

- 1 FAVOR
- 2 OPPOSE
- 3 DON'T KNOW

OPINION RESEARCH CORPORATION INTERNATIONAL

Princeton, NJ
Worldwide Headquarters

Founded 1938

Chicago, IL
Detroit, MI
Hong Kong
London, England
Manchester, England
Seoul, Korea
Taipei, Taiwan
Toledo, OH
Tucson, AZ

The New England Disclosure Project:
A Project of the National Council on Competition and
the Electric Industry

**Uniform Consumer
Disclosure Standards for
New England:**

Report and Recommendations to the
New England Utility Regulatory Commissions

By the Regulatory Assistance Project

Tom Austin

David Moskovitz

Cheryl Harrington

October 6, 1997

Executive Summary

In March 1997, the public utility commissioners of the six New England states initiated an effort to see whether and how uniform consumer information disclosure for the retail sale of electricity might be developed for use throughout the region. The New England states have long been served by a highly coordinated power pool, and utility regulators in the region have a shared history of cooperation on many regulatory issues. With the emergence of a competitive retail electric industry, the New England region is expected to become a cohesive, single electricity market, making it ideal for region-wide initiatives, such as consumer information disclosure.

The New England Information Disclosure Project is part of a larger, comprehensive information disclosure research project of The National Council on Competition in the Electric Industry (National Council), a collaborative undertaking of state utility regulators and state legislators. The Regulatory Assistance Project (RAP) is the manager of the National Council research project and has served as the primary advisor to the New England project.

This report makes a number of specific policy and action recommendations to the six states. It is informed by input from a broad group of stakeholders gathered during a series of nine meetings held in New England, from three national workshops on information disclosure, from the related research activities of the National Council, and from the experience and insights RAP has gained through discussions with state and federal agencies with authority and experience with consumer information disclosure issues.

Goals

The three most important goals of disclosure are to:

1. Allow customers to make the choices they wish to make and thereby achieve customer- preferred outcomes
2. Enhance customer protection
3. Make the electricity market more efficient

Fundamental to disclosure is a simple label that is informative, succinct, easily understood and widely available. Simplicity is a central and recurring theme. Throughout the process leading to this report the authors, regulators and stakeholders have needed to resist a temptation to make labels more detailed and precise than needed for consumer protection and consumer information purposes. A relentless focus on the goals of information disclosure and the practices and standards for information disclosure for other consumer products and services is essential.

The Label

A basic uniform label is recommended as the first and most important disclosure vehicle. Consumer research shows the label should convey four pieces of key information: price, contract terms, fuel mix, and air emissions. The sample label in Figure 1, developed by the Massachusetts Division of Energy Resources, shows how the key information might be displayed in a format acceptable to customers.

Product Information

After much thought and discussion, the report recommends that the information disclosed on the label be based on product rather than company level information. Company-wide information should be provided periodically to customers. With the exception of some allowances for the unique circumstances of new products, disclosure should rely on recent historical information.

The model rule also includes a reconciliation provision that periodically compares an LSE's mix of historical supply sources to the mix of products it sells to consumers. The LSE is required to keep any difference between these mixes to ten percent.

Price

The price portion of the label price should reflect only the average price for the generation services. Limiting price disclosure to generation services allows suppliers selling across a wide geographical area to use a single label without regard to differences in distribution charges. If distribution costs were included, it would be impossible to include a label in a *Boston Globe* ad that reaches consumers in many different service areas.

The average price information needs to be given at several, typical usage levels to allow customers to identify the one most closely matching their own.

One-time cash or other price inducements should not be reflected in the disclosure of average electricity price. Prices for time-of-use (TOU) rates should be based on consistent load profiles for customers, with the usage levels shown. Finally, suppliers that offer bundled products have the option to disclose price either by rolling the cost of all goods into the price of electricity or by disclosing the same electricity price for both the bundled and unbundled version of the product.

Contract Terms

This contract terms section of the label should indicate both the duration of the contract and whether the contract price schedule is fixed over the contract period or how it varies (e.g. with the Consumer Price Index, spot market, etc.).

Supply Mix

Supply sources are recommended to be limited to the sources shown in Figure 1. To simplify the presentation of the information, sources comprising less than five percent of the total mix can be combined provided that no combined group represents more than ten percent of the total mix.

Emissions

Emissions of sulfur dioxide, nitrogen oxides and carbon dioxide are the most important to report, and they are best expressed compared to the regional average emissions. Emission tracking should be based on a single, simple emission factor for each emission, at each plant. Pumped storage units should report the characteristics of the electricity used to pump the water uphill.

We recommend that the label not reflect emission offsets such as tree planting and retiring old cars unless there is either a readily available and generally agreed upon calculation or a governmental or credible independent third party determination of the value of the offset. Landfill gas projects are examples of the first exception. Carbon dioxide emissions from landfill gas projects can be reduced to reflect the CO₂ equivalent of the methane not released to the air. An example of the second type of exception is allowing CO₂ offsets to the extent biomass projects use fuel harvested from operations certified as using sustainable forest practices by Smartwood Scientific Certification Systems or any other independent group approved by the Forest Stewardship Council.

Tracking

There are two primary tracking approaches, settlements and tradeable tags, and each have strengths and weaknesses. The recommended tracking approach is a hybrid of the two. The tradeable tag approach is not recommended at this time because of uncertainty about consumer acceptance. Features of the tag approach, however, are recommended to be added to a proposed ISO-NE settlement system.

Disclosure rules for imports depend on whether comparable tracking and disclosure occurs in the neighboring regions. If the neighboring region has a tracking system and disclosure system similar to the one in New England, power from that region would be tracked and disclosed in New England in the same manner as in-region generation. Otherwise imports should be labeled as imports and the average emissions of the exporting company (or region if company data is not available) should be reflected in emission disclosure. Exported power would be labeled at the pro rata, average mix of the exporting firm.

If needed, an interim system can be implemented to track unit contracts and entitlements.

The tracking systems do not specifically include a generally available default option, but one could be added.

Terms of Service

The report recommends that customers receive a document called *Terms of Service* containing all of the material terms of services, i.e detailed information on price, contract terms, consumer rights, substantiation of marketing claims and environmental impacts. This would be provided at the time customers enter into the purchase contract, with sufficient time to review the terms and cancel without penalty, and annually thereafter. A National Council report focusing on the form and content of the *Terms of Service* will be issued later this fall.

Administrative Issues

ISO-NE should serve as the disclosure administrator if it can demonstrate a commitment to disclosure and an interest in protecting retail customers.

Specific costs and time estimates for the ISO-NE to implement the recommended tracking functions have not been made. We did retain a private contractor who has worked with similar tracking from source to sink for the North American Electric Reliability Council (NERC). She believes she could provide tracking at a fairly low cost and in a short period of time.

Enforcement

Proposed model rules are presented in the report and recommended for adoption by each be adopted by each state commission. Coordination in New England is best achieved by all states using the same rules for disclosure. Labeling and disclosure requirements should be established as a condition of a retail seller's license. Compliance failure could result in sanctions ranging from warnings to revocations of licenses.

Next Steps

With the establishment of a multi-state, staff level team working on disclosure issues, the six New England states have already taken an important step toward coming up with uniform rules, applicable throughout the region. To achieve uniform and enforceable disclosure requirements in the region, we recommend both that the Commission staff team start with the model rules included in this report, and after modifying them as necessary, each state initiate a rulemaking proceeding based on a uniform proposed rule. Each state should require that parties filing comments on the rule file a copy of their comments in every other state in the region. The PUC staff team should consider the comments filed in all states and to the extent possible recommend a uniform, final rule.

Electricity Facts

Monthly Use

250
kWh

500
kWh

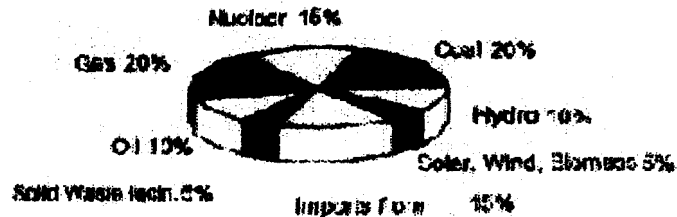
1000
kWh

2000
kWh

Your average generation price will vary according to when and how much electricity you use. See your most recent bill for your monthly use and Terms of Service or your bill for actual prices.

■ Minimum Length: 2 Years

■ Price Variability: Fixed
over contract period

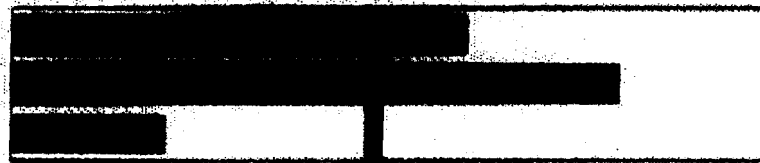


Regional Average

NOx

CO₂

SO₂



Lower emissions

Percent of Regional Average

Higher emissions

See your Disclosure Statement for further information regarding this label and your electricity service. You may also call XYZ Energy Supply for additional information or a copy of the Disclosure Statement at 1(800)555-1234.

Declaration of Kimberly Sierk

I, Kimberly Sierk declare that:

1. I am a vendor relations specialist at Salestar.
2. In September and October 1997, Salestar conducted a study using a number of its telecommunications analysts to determine the degree of difficulty associated with obtaining directly from a number of long distance carriers information regarding pricing, terms and conditions sufficient to enable Salestar's customers to make informed choices among available long distance service plans. The study also sought to ascertain the level of research necessary to acquire the desired information as well as to identify the obstacles associated with the collection of information.
3. I coordinated and oversaw the study, including performing an analysis of the information gathered by Salestar's analysts.
4. The analysts researched a number of business and residential plans and promotions from AT&T, MCI, Sprint and WorldCom. The residential plans and promotions researched included MCI One Savings, AT&T's One Rate Plus, Sprint Sense, and WorldCom's Home Advantage Easy Plan. The business plans included message toll service ("MTS") from MCI, AT&T and Sprint and WorldCom's Intelnet service.
5. The analysts were asked to gather specific information from each carrier about these plans including information regarding fees, rates, calling card rates and surcharges, mileage bands, volume, time of day and other discounts, subscriber and usage eligibility, start up promotions and monthly recurring charges.
6. The analysts were instructed to seek information from any available source including the carriers' sales representatives, customer service departments, marketing and PR